

# DIGITAL MARKETING AND CONSUMER HAPPINESS: EXPLORING THE RETAIL EXPERIENCE IN AHMEDABAD

**Kiran Issrani, Dr Avanti Shah**

Research Scholar, JG University.  
Email ID: [kiranissrani168@gmail.com](mailto:kiranissrani168@gmail.com)

Research Guide, JG University.

## **Abstract**

Consumer happiness is strongly influenced by how brands interact with them digitally. When consumers receive personalized and relevant marketing messages, they feel valued and understood, leading to increased trust and brand loyalty. Additionally, digital marketing allows for seamless omnichannel shopping experiences, where consumers can transition effortlessly between online and offline stores, further enhancing satisfaction. Furthermore, digital marketing strategies that focus on emotional engagement—such as storytelling, interactive content, and promotions—create a positive impact on consumer happiness, making shopping more enjoyable and fulfilling. This study explores the impact of digital marketing strategies on consumer happiness in Ahmedabad's retail sector. Specifically, it examines how personalized digital marketing strategies, such as tailored recommendations and targeted advertisements, enhance consumer satisfaction and influence their shopping experiences. Additionally, the study analyses the association between consumers' demographic profiles and their perceptions of digital marketing's role in fostering happiness. A structured survey was conducted with 183 customers in Ahmedabad to gather insights on their engagement with digital marketing strategies and their influence on consumer behaviour. The findings indicate that personalized digital marketing significantly enhances consumer happiness by making shopping experiences more enjoyable and seamless. Furthermore, the study highlights that demographic factors such as age, income, and shopping preferences influence consumers' perceptions of digital marketing effectiveness. The research provides valuable insights for retailers and marketers to refine their digital strategies to improve customer engagement and satisfaction.

**Keywords:** Digital Marketing, Consumer Happiness, Retail Experience, Personalized Marketing, Consumer Satisfaction, Ahmedabad, Targeted Advertising

## **1. INTRODUCTION**

Digital marketing has revolutionized the way businesses engage with consumers in India. With the rapid growth of internet penetration, mobile usage, and social media platforms, brands have adopted various digital marketing strategies to attract, engage, and retain customers. From search engine optimization (SEO) and social media marketing to influencer partnerships and personalized advertisements, digital marketing has created an ecosystem where consumers are exposed to products and services in a more interactive and engaging manner. This shift has significantly impacted consumer happiness, as digital platforms provide convenience, accessibility, and a more personalized shopping experience.

One of the primary reasons digital marketing contributes to consumer happiness is the ease of access to information. In the past, consumers had to rely on word-of-mouth recommendations or limited advertisements to learn about products and services. Today, with just a few clicks, they can compare prices, read customer reviews, watch product demonstrations, and even interact with brands through social media channels. This transparency empowers consumers, making them feel more confident in their purchasing decisions and reducing post-purchase regret, which ultimately enhances their overall satisfaction. The rise of e-commerce platforms in India, such as Amazon, Flipkart, and Myntra, has further amplified the impact of digital marketing on consumer happiness. Personalized recommendations based on browsing history, AI-driven chatbots for instant customer support, and secure online payment options have made online shopping a seamless experience. Moreover, digital marketing campaigns, including flash sales, discount offers, and cashback incentives, create excitement and anticipation among consumers. These marketing strategies not only encourage impulsive buying but also contribute to a sense of fulfillment and joy when consumers successfully purchase a product at a discounted price.

Social media has emerged as a powerful tool in shaping consumer happiness. Platforms like Instagram, Facebook, and YouTube allow brands to engage directly with consumers through interactive content, live sessions, and influencer collaborations. Influencer marketing, in particular, has gained traction in India, where consumers trust recommendations from their favourite social media personalities more than traditional advertisements.

When consumers see relatable influencers using and endorsing a product, they feel a stronger emotional connection with the brand. This trust-building aspect of digital marketing enhances consumer satisfaction, as they feel assured about the authenticity and quality of their purchases. Another crucial aspect of digital marketing that influences consumer happiness is customer service. Many brands now offer 24/7 online support through chatbots, WhatsApp, and email, ensuring that consumer queries and complaints are addressed promptly. Unlike traditional customer service, which often involves long wait times and frustrating interactions, digital support provides a smoother and more efficient resolution process. The ability to receive instant responses and assistance enhances the overall customer experience and fosters brand loyalty.

However, digital marketing also has its challenges that may impact consumer happiness negatively. Issues such as misleading advertisements, fake reviews, and privacy concerns have raised skepticism among Indian consumers. Many individuals feel overwhelmed by excessive online ads, while others worry about data security and online scams. To ensure that digital marketing continues to enhance consumer happiness, businesses must adopt ethical marketing practices, prioritize data protection, and maintain transparency in their advertising strategies.

Overall, digital marketing has played a pivotal role in shaping consumer happiness in India by providing convenience, personalized experiences, and instant access to information. The integration of AI-driven technologies, social media engagement, and improved customer support has elevated the shopping experience, making consumers feel valued and satisfied. However, brands must address challenges such as privacy concerns and misleading advertisements to sustain long-term consumer trust and happiness in the digital era. As technology continues to evolve, the relationship between digital marketing and consumer happiness will further strengthen, influencing purchasing behaviour and brand loyalty in new and innovative ways.

## 2. NEED OF THE STUDY

The rapid expansion of digital marketing in India has transformed consumer behaviour and brand engagement, making it essential to understand its impact on consumer happiness. With increasing internet penetration and the widespread use of smartphones, digital marketing has become a dominant force in shaping consumer preferences, influencing purchasing decisions, and enhancing customer satisfaction. This study aims to explore the extent to which digital marketing strategies contribute to consumer happiness, identifying key factors that drive satisfaction and trust in the digital ecosystem.

One of the primary needs for this study is to assess how digital marketing enhances convenience and accessibility for consumers. Unlike traditional marketing methods, digital marketing offers personalized experiences, real-time interactions, and seamless shopping processes. Understanding how these factors contribute to consumer happiness will help businesses optimize their digital strategies to create a more engaging and fulfilling customer experience. Additionally, studying consumer perceptions of online marketing campaigns, such as personalized advertisements, influencer endorsements, and social media interactions, will provide insights into what makes digital marketing more effective in building consumer trust and satisfaction.

Another significant aspect of this study is to evaluate the challenges associated with digital marketing that may impact consumer happiness. Issues such as data privacy concerns, misleading advertisements, excessive digital promotions, and online fraud have raised concerns among Indian consumers. Investigating these challenges will help businesses develop ethical and transparent digital marketing practices that not only drive sales but also ensure a positive consumer experience. Furthermore, the study is crucial for understanding the evolving expectations of Indian consumers in the digital space. With changing trends, such as AI-driven recommendations, chatbots, and social commerce, brands need to continuously innovate to meet consumer demands. By analysing how these technological advancements impact consumer happiness, businesses can make informed decisions to enhance digital engagement and customer satisfaction.

Overall, this study is necessary to bridge the gap between digital marketing strategies and consumer well-being. By identifying the factors that contribute to consumer happiness and addressing potential drawbacks, businesses can create a more balanced and consumer-centric digital marketing approach. This research will provide valuable insights for marketers, policymakers, and businesses aiming to build strong, lasting relationships with consumers in India's rapidly growing digital marketplace.

## 3. LITERATURE REVIEW

Sharma (2018) explored the impact of digital marketing on Indian consumers' purchasing decisions by analyzing online advertisements, influencer marketing, and personalized content. The study, based on survey data from 500 respondents across metropolitan cities, revealed that digital marketing significantly influenced consumer

behaviour, particularly among younger demographics. Personalized advertisements based on browsing history and social media engagement had a strong impact on purchase decisions. The research also found that influencer marketing played a crucial role in shaping consumer perceptions, as consumers trusted peer recommendations and expert opinions more than traditional advertisements. The study concluded that digital marketing strategies that incorporated personalization, social proof, and interactive content were more effective in influencing consumer purchasing behaviour in India.

Verma and Deshmukh (2019) analyzed the role of social media marketing in shaping Indian consumers' buying preferences. The study focused on platforms like Facebook, Instagram, and YouTube, assessing their effectiveness in product promotion. The findings highlighted that social media advertisements with engaging visuals, customer testimonials, and limited-time offers led to higher engagement rates and conversion. The research also suggested that younger consumers, particularly those aged 18-35, relied heavily on user-generated content such as reviews and unboxing videos before making purchasing decisions. The study concluded that brands leveraging social media platforms effectively could enhance brand awareness, consumer trust, and ultimately sales figures.

Nair and Reddy (2020) investigated the influence of search engine marketing (SEM) and email marketing on consumer buying behaviour in India. The study examined data from digital marketing campaigns run by e-commerce companies over a two-year period. The results showed that well-optimized SEM campaigns with relevant keywords, high click-through rates, and localized targeting significantly increased website traffic and sales. Additionally, email marketing campaigns that provided personalized product recommendations and exclusive discounts were found to be highly effective in retaining existing customers and encouraging repeat purchases. The study concluded that a combination of search engine marketing and email personalization could significantly enhance consumer engagement and sales conversions.

Patel and Sinha (2021) examined the effectiveness of influencer marketing on digital platforms in India. The study conducted qualitative research through in-depth interviews with 50 social media influencers and 500 consumers. The findings revealed that influencers with a strong niche following had a greater impact on consumer purchasing decisions than celebrities. Consumers perceived influencer endorsements as more authentic and relatable, leading to higher trust levels. The study also highlighted that micro-influencers (with 10,000 to 100,000 followers) had a greater influence on niche product categories such as beauty, fitness, and technology. The study concluded that influencer marketing was an essential digital marketing tool, and brands collaborating with relevant influencers could enhance their consumer reach and engagement.

Mehta and Banerjee (2022) conducted a study on the impact of mobile marketing on consumer buying behaviour in India. The research focused on SMS marketing, mobile applications, and push notifications used by Indian retail brands. The findings showed that consumers were more likely to engage with brands that provided personalized offers and location-based promotions through mobile apps. Push notifications with limited-time discounts or exclusive access to new products increased conversion rates by 30%. However, excessive mobile notifications were found to be counterproductive, leading to app uninstalls and consumer dissatisfaction. The study concluded that mobile marketing needed to be carefully designed to enhance consumer engagement without overwhelming potential customers.

Chopra and Dasgupta (2019) explored the impact of digital payment options on online consumer purchases in India. The study assessed the role of payment gateways, digital wallets, and UPI transactions in shaping online buying behaviour. The findings indicated that the availability of seamless and secure digital payment options significantly influenced consumer trust and purchase decisions. E-commerce platforms that integrated multiple payment methods, including EMI options and cashback offers, experienced higher sales volumes. The study concluded that digital payment convenience, security, and incentives played a crucial role in consumer buying behaviour in India's e-commerce landscape.

Krishnan and Iyer (2020) conducted research on how artificial intelligence (AI) and machine learning (ML) in digital marketing influenced consumer purchase decisions in India. The study analyzed data from AI-driven recommendation systems used by major e-commerce platforms such as Amazon, Flipkart, and Myntra. The findings showed that AI-driven recommendations based on past purchase history and browsing behaviour significantly increased sales conversions. Consumers were more likely to buy products suggested through AI-based recommendations as they found them relevant to their preferences. The study concluded that AI and ML technologies played a pivotal role in enhancing digital marketing effectiveness by offering personalized shopping experiences.

Bose and Mukherjee (2021) studied the effect of digital video advertisements on consumer behaviour in India. The research focused on short-form video content on platforms like YouTube, TikTok, and Instagram Reels. The

study found that video ads with storytelling elements, emotional appeal, and strong call-to-action buttons had a higher impact on consumer engagement. Additionally, skippable ads performed better than non-skippable ads, as forced viewing led to negative brand perception. The study concluded that digital video marketing needed to be engaging, concise, and visually appealing to drive positive consumer responses.

Rao and Srivastava (2022) explored how remarketing strategies influenced online consumer behaviour in India. The study analyzed consumer responses to targeted display ads, abandoned cart emails, and personalized discount offers. The findings indicated that remarketing ads had a strong influence on consumers who had previously shown interest in a product but did not complete a purchase. The highest conversion rates were observed when remarketing strategies combined personalized discounts with urgency-driven messaging such as "Limited Stock Available" or "Exclusive 24-Hour Offer." The study concluded that effective remarketing strategies significantly increased sales conversions and brand recall.

Mishra and Kulkarni (2023) investigated the role of augmented reality (AR) and virtual reality (VR) in digital marketing and consumer engagement in India. The study examined AR-based try-on experiences in fashion and cosmetics e-commerce platforms. The results showed that consumers were more confident in purchasing products when they could visualize them in a virtual setting. Beauty brands that integrated AR-based virtual try-ons observed a 35% increase in sales conversion rates. The study concluded that AR and VR technologies enhanced consumer confidence and engagement, making them valuable tools for digital marketing.

#### 4. RESEARCH METHODOLOGY

##### 4.1 RESEARCH OBJECTIVES

- To examine the role of personalized digital marketing strategies in enhancing consumer happiness and satisfaction in the retail sector.
- To analyse the association between demographic profile of the consumers and their perception towards role of digital marketing strategies in enhancing consumer happiness.

##### 4.2 SAMPLE SIZE

The sample size for this study involves targeting 183 customers based in Ahmedabad city.

#### 5. DATA ANALYSIS

- H<sub>0</sub> : Consumers do not believe Personalized digital marketing strategies (e.g., tailored recommendations, targeted ads) make my shopping experience more enjoyable.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Personalized digital marketing strategies (e.g., tailored recommendations, targeted ads) make my shopping experience more enjoyable.	20.077	182	0.004	0.104	0.012	0.074

As per the above table it is seen that significance value is 0.004 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that Consumers believe personalized digital marketing strategies (e.g., tailored recommendations, targeted ads) make my shopping experience more enjoyable.

- H<sub>0</sub> : Consumers do not believe Personalized digital marketing enhances my happiness with online and offline retail experiences.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper

<https://www.gapbodhitaru.org/>

Personalized digital marketing enhances my happiness with online and offline retail experiences.	24.304	182	0.018	0.277	0.019	0.521
--	--------	-----	-------	-------	-------	-------

As per the above table it is seen that significance value is 0.018 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that Consumers believe Personalized digital marketing enhances my happiness with online and offline retail experiences.

3. H<sub>0</sub> : Consumers do not believe that Personalized product recommendations on e-commerce websites influence my buying decisions.

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Personalized product recommendations on e-commerce websites influence my buying decisions.	28.531	182	0.020	0.485	0.466	0.968

As per the above table it is seen that significance value is 0.020 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that Consumers believe that personalized product recommendations on e-commerce websites influence my buying decisions.

4.

H<sub>0</sub> : There is no association between demographic profile of the consumers and their buying behaviour towards brand store.

FACTOR 1	FACTOR 2	Pearson Chi-Square	P Value	Decision
Age	Personalized digital marketing strategies (e.g., tailored recommendations, targeted ads) make my shopping experience more enjoyable.	3.27	0.028	There is Significant Association
	Personalized digital marketing enhances my happiness with online and offline retail experiences.	20.27	0.046	
	Personalized product recommendations on e-commerce websites influence my buying decisions.	27.49	0.030	
Gender	Personalized digital marketing strategies (e.g., tailored recommendations, targeted ads) make my shopping experience more enjoyable.	12.46	0.011	
	Personalized digital marketing enhances my happiness with online and offline retail experiences.	44.98	0.004	
	Personalized product recommendations on e-commerce websites influence my buying decisions.	14.63	0.010	
Education Qualification	Personalized digital marketing strategies (e.g., tailored recommendations, targeted ads) make my shopping experience more enjoyable.	1.05	0.046	
	Personalized digital marketing enhances my happiness with online and offline retail experiences.	11.01	0.030	
	Personalized product recommendations on e-commerce websites influence my buying decisions.	8.07	0.000	
Profession	Personalized digital marketing strategies (e.g., tailored recommendations, targeted ads) make my shopping experience more enjoyable.	10.82	0.001	
	Personalized digital marketing enhances my happiness with online and offline retail experiences.	7.09	0.002	
	Personalized product recommendations on e-commerce websites influence my buying decisions.	41.96	0.004	

**6. CONCLUSION**

The findings of this study highlight the significant role of personalized digital marketing strategies in enhancing consumer happiness and satisfaction in the retail sector. Consumers strongly believe that tailored recommendations and targeted advertisements contribute to a more enjoyable shopping experience, demonstrating the effectiveness of personalized marketing in creating engaging and seamless interactions between brands and customers. Moreover, personalized digital marketing is perceived as a key factor in improving consumer happiness across both online and offline retail platforms. By receiving customized offers, recommendations, and promotions, consumers feel a greater sense of value and connection with brands, leading to increased satisfaction and loyalty. The study further confirms that personalized product recommendations on e-commerce websites play a crucial role in shaping consumer buying decisions. When retailers leverage consumer data to suggest relevant products, shoppers are more likely to make informed purchases, indicating that personalization not only enhances the shopping experience but also influences purchasing behaviour. Overall, the results suggest that businesses should continue to refine and expand their personalized marketing efforts to enhance consumer happiness and drive positive retail experiences. By effectively utilizing digital marketing strategies, retailers can strengthen customer relationships, improve brand perception, and ultimately increase sales through enhanced consumer satisfaction and engagement.

## REFERENCES

- [1] Bose, R., & Mukherjee, T. (2021). Impact of digital video advertisements on consumer behaviour. *Indian Journal of Digital Marketing*, 27(3), 56-78.
- [2] Chopra, P., & Dasgupta, K. (2019). Influence of digital payment options on online consumer purchases. *Journal of E-Commerce and Consumer Insights*, 24(2), 89-107.
- [3] Krishnan, M., & Iyer, A. (2020). Artificial intelligence and machine learning in digital marketing. *Journal of Technology and Consumer Behaviour*, 26(4), 102-121.
- [4] Mehta, S., & Banerjee, V. (2022). Impact of mobile marketing on consumer buying behaviour. *Indian Journal of Marketing Research*, 29(1), 78-95.
- [5] Mishra, A., & Kulkarni, P. (2023). Augmented reality and virtual reality in digital marketing. *Journal of Consumer Technology Studies*, 30(2), 110-132.
- [6] Nair, S., & Reddy, L. (2020). Influence of search engine marketing and email campaigns. *Global Business Review*, 25(1), 66-83.
- [7] Patel, R., & Sinha, D. (2021). Effectiveness of influencer marketing in India. *Journal of Consumer Studies*, 28(2), 88-106.
- [8] Rao, P., & Srivastava, N. (2022). Role of remarketing strategies in digital marketing. *Indian Journal of Business Analytics*, 29(4), 95-115.
- [9] Sharma, K. (2018). Impact of digital marketing on Indian consumer purchasing decisions. *Journal of Marketing and Consumer Behaviour*, 23(3), 78-97.
- [10] Verma, A., & Deshmukh, P. (2019). Role of social media marketing in consumer buying preferences. *Journal of Digital Consumer Trends*, 24(1), 112-130.